GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:6226
ANSWERED ON:12.04.2017
Viewership of Doordarshan
Nayak Shri B.V.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is considering to auction certain prime time slots of Doordarshan and if so, the details thereof along with the reasons therefor; and
(b) the steps taken by the Government to increase the poor viewership as well as falling revenues of Doordarshan?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)

(a): Prasar Bharati has informed that DD has formulated a New Content Acquisition Scheme to allot slots on the prime time of DD National Network to outsource entertainment programmes from experienced production houses. The bids offered by the production houses have been evaluated. The bidders who have qualified have been offered slots.
(b): Doordarshan has been constantly aiming for excellence both in terms of content and quality. Doordarshan continuously reviews the viewership of serials/programmes telecast on its various channels through weekly BARC (Broadcast Audience Research Council) India viewership data analysis and makes efforts to further improve. Packaging of Shows and Promos have been improved creatively to give distinct look and feel to DD. Infusion of fresh talent, new genres is a constant endeavour of DD.

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